

* BEGINNERS SEO GUIDE

This Guide is for you...

This is for you who just started your SEO journey.
Because by the time you entered the field, AI had already arrived.

SEO IN THE AGE OF AI



And with it came all the noise – misinformation, half-truths, and FOMO being sold everywhere.

Why - this guide?



This guide bridges the 'AI knowledge' gap.

SEO Purpose
AI Role in SEO
AI in ChatGPT
AI in Google

When foundations are strong, you will not fall for FOMO.



AUTHOR'S MESSAGE

As an SEO consultant,

and also as someone who understands large language models, generative AI and search engines,

I clearly see there is a gap in understanding AI and its role in SEO.

That's when I decided to share the right information, cut through the noise, and create content that actually adds value.



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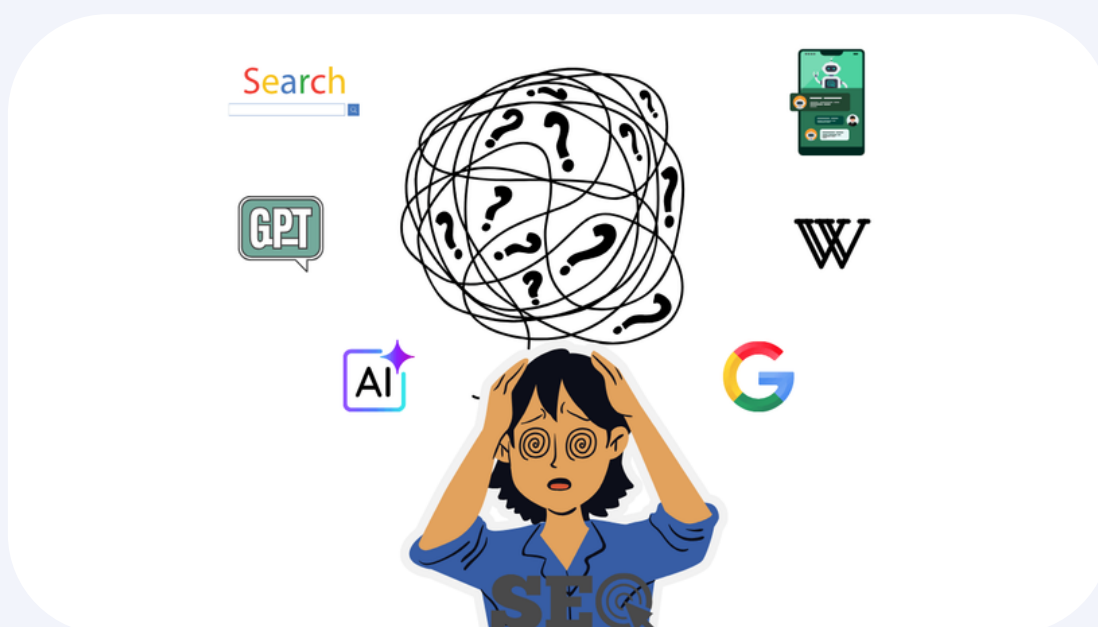
You can connect with me on LinkedIn and share your feedback once you read the guide.

* INFORMATION OVERLOAD

In an age of information overload and AI noise, the truth is easily lost in the shuffle.

This guide helps beginners grasp the core of SEO, so they can create real value that lasts.

Trends may come and go, but strong foundations are timeless.



6 Chapters

Purpose of SEO

- Introduction to SEO – Essential knowledge for Beginners
- 7 Basics of SEO
- 3 Types of SEO for substantial growth
- SEO in the Age of AI - Right mindset

AI IN SEO

- AI in SEO
- Old SEO vs New SEO – Shift in Mindset or Technology?

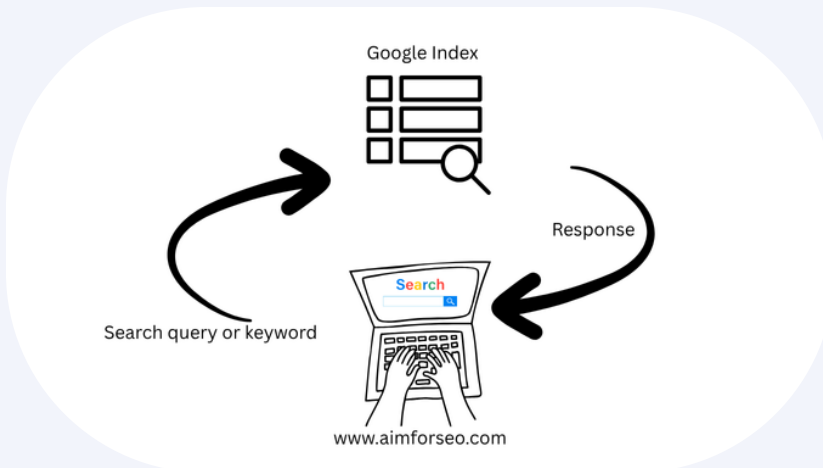
CHAPTER 1 - INTRODUCTION TO SEO

-Essential knowledge for beginners

Search engines and Search Queries

SEO – Search engine optimization is an important part of digital marketing strategy. It brings organic traffic from search engines to the websites.

Google is the No.1 search engine with the global market share over 89% while other search engines hold the remaining percentage. We will use google as an example for search engine in the entire context.



Google's mission is to bring world's information together and make it accessible and useful.

Google's index act as a huge repository that can store vast amount of data sets. When people use google search, they type the question with an intent. It is called the search query and also determined as a keyword in SEO terminology.

Search engines match these keywords with the data in its index, and pulls out the most relevant information to display in search results. This is how people receive information for their search queries.

Search engines use 'spiders' also known as 'crawlers' to do this task.

Bots = Spiders = Crawlers. (we'll use interchangeably)

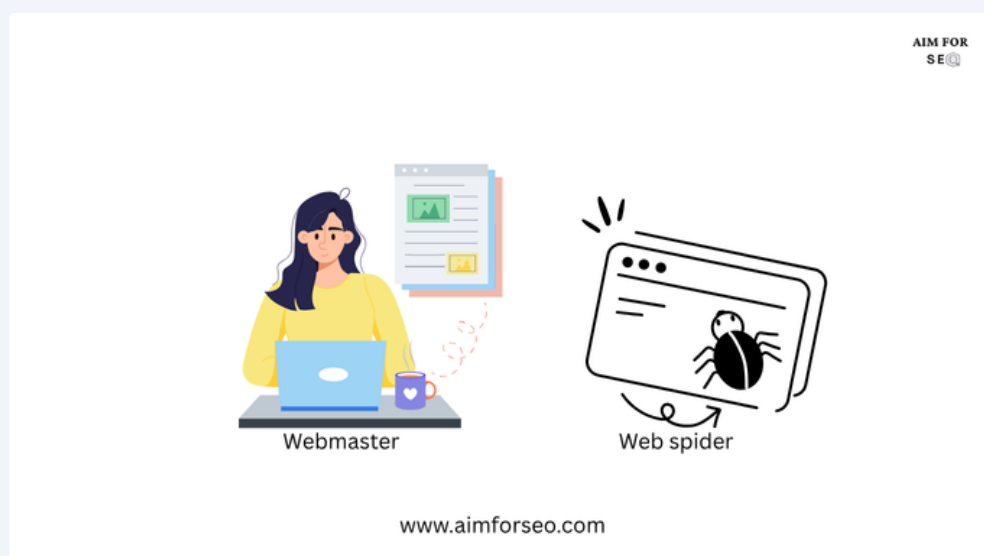
Webmasters and Webspiders

As mentioned earlier, Google's index store a lot of information in the form of data sets. But where does it get this information (data) from?

Search engines get this information from websites and blogs that are written by webmasters and content writers.

Google spiders find these website links on the internet.

They follow these links and crawl the entire website. They crawl each and every page and store the information in its index.



Indexing and Information

Not all webpages on the internet are available to search engines.

Webmaster's can choose whether their web pages should be indexed by search engines or not.

They can instruct Google crawlers not to index their webpages by using a 'noindex' meta tag in HTML or HTTP header.

HTML Tag - Within the page, we tell crawlers not to index this page.

HTTP Header - in the server response, we tell crawlers not to index the page even before they read its content.

Some webpages doesn't necessarily have to be available for everyone.

Example - a thank you page, login page and FAQs, terms and conditions etc.

Therefore, one can control what information gets indexed and what doesn't.

The next chapter covers the most important **basics of seo** for a good start.



CHAPTER 2 - BASICS OF SEO

Let's be reminded of Google's mission: It is to bring worlds information together and make it accessible and useful for everyone. The mission statement itself gives a lot of clarity on what google prioritize.

If you take care of its users, Google will take care of your positioning in search results.



7 Basics of SEO for a good start

1. User experience

It all comes down to user experience whether it is a design, site structure, content structure, story telling etc. How you made them feel is very important because the first impression is the best impression. It retains your audience over time.

2. Content is King

It all starts with the good content. People made a choice to read your content, assuming they will find what they want. Make it worth their while. Be honest about providing the right information.



3. Research

A well researched content open the doors of trust. It has depth, value and information. It helps them form perspectives, clarify doubts and simplify the process. It can be rewarding as they see you as reliable source of information.

4. Relevance

Stick to the context. Do not mix up the content with unrelated topics. Otherwise, the content becomes vague. It confuses the reader which leads to a bad user experience.

5. Solution

An informative content (blogs and articles) must end with a conclusion. It should aim to solve your audience problem.

6. User centric

It is not about what you know. It is always about what it does. Do not let your vanity metrics spoil the essence of content. The content must always be in sync with user persona.

7. Value

Don't just create content. Create content that adds value - solving problems, breaking myths, filling the gaps, driving the community to further.



Write for real-world problems. Write for real people.

The next chapter is about understanding the **3 types of SEO**.



CHAPTER 3 – 3 TYPES OF SEO FOR SUBSTANTIAL GROWTH

The lifecycle of SEO revolves around its three core elements – on-page SEO, off-page SEO, technical SEO.

On-page SEO

The efforts you put on your own website to improve the user experience is called on-page SEO. It is the first impression to the outside world.

Every page has something unique to offer. Optimizing each page for its visibility in search engines comes under on-page SEO.

It involve multiple factors:

- Site structure
- Content structure
- Keywords
- Internal linking
- UX design
- Image alt text
- Meta data

It tells about who you are and what you have to offer.

Off-page SEO

All the efforts made outside your website to drive traffic is called off-page SEO.

It's a constant effort to bring your content into limelight - by adding value, showcasing authority, and contributing to the community.



Here are some best practices for off-page SEO:

- Backlinks from relevant websites
- Driving traffic from social media
- Guest blogging
- Local SEO citations
- Reviews and ratings
- Brand mentions
- Participation in forums

It increases brand awareness and visibility on external platforms.

Technical SEO

It is like protecting your both (on-page and off-page) SEO efforts. One technical error in backend will prevent the pages from appearing in search results.

It brings down all the organic traffic drastically and reduces the ranking in search results. It's a signal for bad user experience and it damages site's reputation.

Here are some key considerations to avoid technical SEO issues:

- Crawlability and Indexing
- Mobile-friendliness
- Site speed
- URL structure
- Page redirects
- Canonical tags
- HTTPS



Technical SEO is like an everyday health check up of your website's infrastructure to identify and fix the issues immediately.

CHAPTER 4 - HOW TO START SEO IN THE AGE OF AI

If you want to start SEO in the age of AI, you need to start with the right mindset. Many people still believe that SEO is about optimizing the content for search engines.

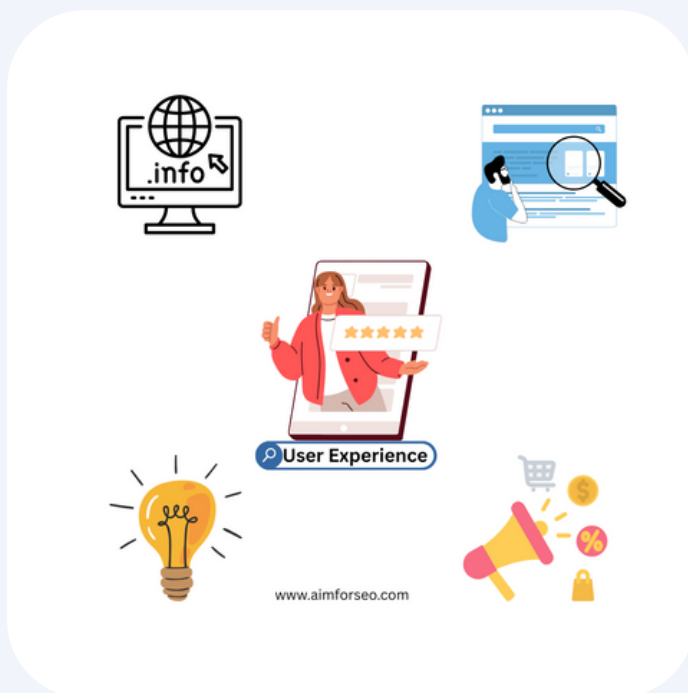
This blog will help you with the right mindset and context.

Right Mindset for SEO in the age of AI: 2025

It all comes down to **user experience**. People trust search engines for information.

So, it is imperative for search engines to provide their users with good content and valuable information.

Search engines will have repositories. They preserve a lot of information from world wide web.



On the other side, content writers, webmasters, SME's from their respective niches contribute content to the websites and blogs. All this information is saved in search engine's repository called index.



When a user types a query, search engine pulls the most relevant information from the index and display it in search results.

Search engines reward the content that is relevant, valuable and trustworthy because they care about **user experience**.

What is considered as a User Experience in 2025 SEO?



User experience is the core of SEO - a holistic approach that involves various factors starting from 'site structure and page speed' to 'quality content and inclusive language'.

Web masters must check these boxes to provide a good user experience. Violating any of them is a red flag for search engines as far as user experience is concerned. It prevents your content from ranking in search results.

Here are some important factors that directly impacts user experience:

Site structure:

The structure of the website gives a clear roadmap for users. It helps them understand the hierarchy and navigate from one page to another without difficulty.

Page loading speed:

Let's say a user landed on the page for a purpose. But the page is taking too much time to load. User will leave the page. It is a bad user experience and indicate search engines that the site is not optimized for a good speed.

Content structure:

It is about the structure of the content – headings, sub-headings, meta titles, meta descriptions and internal linking. They set the tone for users with context and readability.

They are also helpful for search engine (bots) in discovering new pages.

Mobile first optimization:

Future is all about mobile friendly browsing. All in One SEO reveals that almost 73% of the internet users will only use their smart phones | 60% of website traffic comes from people who use mobile phones.



HTTPS:

It is a secured protocol for browser and server communication. User data is completely encrypted in https during the communication. User security is important for search engines.



Broken Links:

Let's say some URL's or links of your website are deleted for a purpose. But they are still served on some places like search results, social media platforms etc.

When people click these links, they are redirected to an error page (404 or 410). It means they are not available.

It is considered as a bad user experience. Therefore, it is important to define those pages and redirect them to alternate pages using (301 or 302) redirects.

Old SEO vs New SEO: AI Intervention

The main difference between old Seo and new Seo is AI intervention.



Generative AI is sitting on top of traditional search engines like Google and Bing. It is fetching the information from multiple webpages and summarizing it in 'AI overview'.

and there are AI large language models (LLMs) which rely on both training data and web resources to fetch and summarize the information.

The common point in both is to reduce manual efforts to enhance user experience.

SEO before AI:

On-Page SEO

The efforts you keep on individual pages to make them - user friendly, engaging and rank better in search results.

Ex: meta titles, tags, meta descriptions, and inbound and outbound links.

Off-Page SEO

The efforts you keep on external factors to drive traffic to your website, and build authority in the niche.

Ex: social media marketing, backlinks, and guest posting etc.

Technical SEO

It is like everyday health check-up for maintaining site health. It helps you fix errors which prevents your page from indexing and ranking.



Ex: robots.txt for crawling and indexing.

Canonical tags to avoid duplicate content.

Redirects to fix broken links.

Mobile first optimization.

Page speed.



SEO after AI:

Along with on page, off-page and technical seo, here are a few key considerations for better SEO in the age of AI:

Original content

Web is being filled with AI-generated content. Most of it has no value because of AI hallucination. The fresh perspectives, well researched and informative articles make the content original.

Voice search optimization

Voice search queries are different from keyboard search queries. They often start with questioning – what, where, when, why, and how.

Hint: FAQs are golden nuggets for voice search

Multimodality

The new age SEO is more about visual experience and inclusiveness. It supports text, images, pdf's and video etc.

Topical authority

It is about taking ownership about a particular topic and providing deep insights. It helps you in establishing credibility in your niche.

To sum it up, modern SEO is about delivering more value and enhancing user experience. That said, content remains king.



CHAPTER 5 - AI IN SEO

Artificial Intelligence

The sole purpose of AI is to simulate human intelligence and reduce mundane tasks.

AI in SEO

The purpose of AI in Google is different from its purpose in ChatGPT.

1. AI in Google

Google introduced AI overview in 2024. It is an advanced search feature.

Here, the purpose of AI is to collect information from multiple web pages and summarize into a single answer.

The pattern replicates what a traditional user does on google search.

Ex: Think of it as a writer who reads information from various sources and then write a fresh copy from their own perspective.

Google AI overview is reducing repetitive and mundane tasks. It is giving direct answers for a user query. 

AI Optimization

One cannot optimize for AI Overviews directly. Because, it is not selecting from one source. It is going through multiple web pages to fetch and curate information.

These web pages are already indexed in search results.

Therefore, the foundation is traditional SEO.

Google search central itself suggested to follow foundational SEO principles. Because, there is no direct way of optimizing for AI overviews.

2. AI in ChatGPT

The most common misconception about ChatGPT is seeing it as a search engine.

ChatGPT is an AI model. It is designed for generating text.

They call it as a chatbot, or a generative AI.

The knowledge was only limited to its training data. It cannot give the answers beyond its training data.

The model has to be refined continuously to be on par with search engines.

To bridge this knowledge gap, ChatGPT has integrated a plugin for web search so now it is able to give relevant information like Google. 

This means ChatGPT is also depending on search engines i.e. web pages (SEO).

Hope this should give you a clarity.

AI Optimization

One cannot optimize for ChatGPT directly because you don't have access to its training data.

Since ChatGPT is also using web search, you cannot deny SEO in the long run.

Conclusion:

None of these companies (Google, OpenAI, Perplexity, Bing) so far confirmed that there is a direct way to optimize content for their custom AI's.

Companies are testing their AI models. They are also on the way to convert them into business models to generate revenue.

It is too early to judge. Time has to tell.

You shouldn't trust any information until and unless it comes officially from these giant companies in terms of SEO.



CHAPTER 6 - OLD SEO VS NEW SEO | SHIFT IN MINDSET OR TECHNOLOGY?

SEO keeps changing, but this time the noise is louder than ever. It is because of AI intervention.



The SEED for New SEO

Even before search engines adapted to AI, it is ChatGPT that took the world by storm with its generative capabilities and search experience.

OpenAI's ChatGPT is providing the information, giving answers, and even comprehending complex queries within seconds.

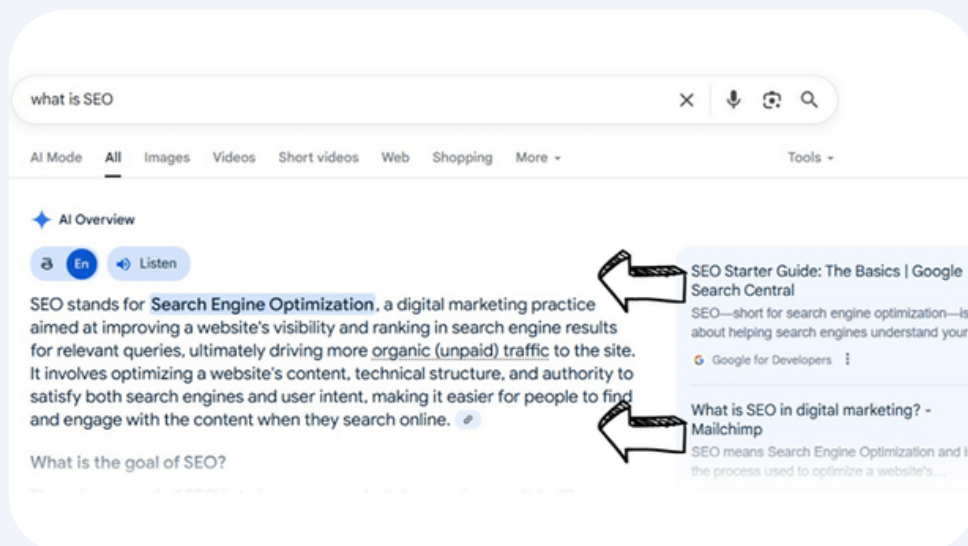
People started using it frequently - testing, verifying, and researching. The numbers started growing significantly.

To stay in the game, Google has introduced - 'AI Overview' in the search engine results page (SERP).

AI Overview is an advanced search feature that summarizes information and give direct answers instantly.

Shift: Visibility to Limelight

Google's AI picks the content from multiple sources and curate them into a single best answer.



The new search generative experience led to a major shift in SEO. It is about enhancing user experience and creating real value.

Recent stats show that there is a 60% decline in clicks – which means only 40% of users scroll down for more information.

In other words, 60% of searchers are satisfied with answers in AI Overview itself.



The focus is shifted from visibility to limelight.

Now Brands are seeking attention from AI results. They believe appearing in AI Overviews and AI citations are more impactful than appearing in traditional search results.

The Debate: Old SEO vs New SEO

The new search generative experience sparked a new debate on social media platforms – Old SEO vs New SEO.



It is an ongoing debate in the SEO community, everyday.

SEO professionals are creating awareness about 'New SEO' methods, while other section of them are advocating for 'Old SEO' principles with a few more layers.

But, none of these companies so far (OpenAI, Bing, Google, Perplexity) have confirmed that there is a way to optimize for AI results.

Also, Google search central itself suggested to follow the foundational SEO principles.

However, looking at current scenario and after noticing conversations and patterns – we can say ‘New SEO’ is not entirely a new framework for AI citations.

It is an updated methodology, combined with more good practices to get into the AI radar.

OLD SEO	NEW SEO
Repeating keywords	Aligning with user intent
Copying competitor keywords	Staying true to vision & mission
Focused only on ranking in SERPs	Focused on AI overviews & visibility
Driving traffic to websites	Building brand presence across platforms
Chasing keywords	Solving real user problems
Backlink-dependent	Guided by E-E-A-T (Experience, Expertise, Authority, Trust)
Neutral, one-size content	Adds value with FAQs, mobile-first design, natural language

The difference between Old SEO and New SEO is the shift in mindset reshaped by AI landscape.